



# TRADE SHOW ROI

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## 5 Hacks to Improve your Trade Show ROI

Why do you attend trade shows (expos, symposium, etc.)?

Simple hacks to get the most out of your investment:

- Set Objectives
- Pre-show working meeting with team
- Rank Contact Cards
- Practice booth etiquette -\$\_per hour
- Set-up follow-up calls during show conversations

MARKETING FOR  
SCIENTISTS & ENGINEERS.

TRADE SHOW HACK: *Rank Cards*

EVENT: \_\_\_\_\_ YEAR: \_\_\_\_\_

**On a scale of 0-9, these cards are ranked by:**

Urgency for followup, 0=*never*, 9 = *immediately*

Send materials

Put on mailing list

Other: \_\_\_\_\_ diamondchameleon.com

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